

A Basic Guide on INBOUND MARKETING

WHY

To convert readers into leads and leads into customers.

HOW

Developing and promoting valuable (service-oriented) content for the readers.

RESULT

Effective and quality content direct the readers to the brand's official website.

STATISTICS:

- 68% of inbound marketers believe their organization's marketing strategy is effective.
- Inbound leads cost 61% less on average than outbound leads.
- 80% of B2B's revenue is generated through inbound marketing.
- The average cost per lead drops 80% after 6 months of consistent inbound marketing.

STEPS OF Inbound Marketing

- Attracting visitors digitally
- Converting visitors/readers into leads
- Building close relationships and gaining consumer confidence with lead conversion
- Sustaining the results and ROI

Attract Visitors DIGITALLY

Digital presence can be established by:

- Shopping:** Shopping drives in 97% leads to the companies and also makes it easier to compare products and services.
- Investment:** 53% of respondents say they consider content creation to one of their top inbound marketing priorities.
- Search Engines:** Optimizations: The rank brought in by SEO have 14.6% close rate because 81% of consumer buyers research online before making a purchase decision.
- Social Media:** 72% of internet users find their social media and reports say that the platform records 100% higher lead to close rate from the outbound marketing.
- Search Engines:** Optimization: The rank brought in by SEO have 14.6% close rate because 81% of consumer buyers research online before making a purchase decision.
- Pay Per Click (PPC):** PPC ads have the record of getting 46% clicks on the search engine results page.
- Businesses earn \$3 on average with every \$1.66 spent on the Google Adwords.**

Converting Visitors/readers INTO LEADS

- Content Marketing:** Offers provide potential buyers perks in exchange of their personal information like email, phone numbers, address. In exchange, they get eBook, free consultation and whitepaper.
- Content marketing generates 5X more leads than the traditional outbound means of marketing. It also costs 62% less.**
- Landing Page:** Landing pages mainly comprise of the contact forms where the visitors share their information.
- Why?** They are the standalone web pages where you put your offering offers for the visitors and also share the details of your company's products and services.
- Calls-to-action:** Calls to action are lead-writing graphical buttons in contents and website that direct the user to the business page. Records say that customized CTAs draw 42% more conversion.

Converting leads INTO CUSTOMERS

Convert your leads into customers through:

- Email Marketing:** Sending promotional emails to leads can fetch in customers. Every \$1 spent can be brought back in \$44.25 on average. Companies generate 50% more sales at 33% lower costs.
- Marketing automation:** Software for marketing automation software leads by 49% and businesses experienced 45.1% increase in qualified leads.

Analyzing the RESULTS AND ROI

This is a crucial step as it will show you how you are going to take the next big decision of your branding and marketing, and in which sectors.

- Determine from where you are getting the visitors.
- Which strategies are proving in ROI.
- How many are turning into leads.
- Customize the next decisions accordingly.